

Business, Marketing and Finance Level 3

What will happen in my first week?

You will get to meet your classmates and new tutors and learn your way around the college campus. You will get set up with computer access and learn how to use our intranet system called SOLAR. You will be shown how to download assignments, submit work and check your course deadlines. We will ensure that you understand the course content and give you an insight into the units you will be studying.



Do I need to buy any equipment or kit?

You will need a folder and writing equipment in order to take notes during the lessons. You should purchase files or folders to help you organise your notes, revision and homework tasks. You will also need a calculator (your phone is OK for this).

Which modules will I study in my first term?

The Business Environment, Developing a Marketing Campaign, Personal and Business Finance, Managing an Event, International Business, Principles of Management

What can I look forward to in my first year?

Trips which could include Liverpool Christmas Markets, Cadbury World, Chester Zoo and at least one international trip offered...this year we are planning to go to Vienna and Porto! You will learn about many different aspects of Business including how businesses market and sell their products, how they keep track of their finances and how they are affected by the economy and what our government is doing. You will have the opportunity to work alongside real, local businesses and develop marketing plans and advertising materials for them. You will develop your own business idea and spend the first half of the year planning how it will run and then run your own real business for one month as part of a national competition - a competition where you get to keep your profits!!!

What will my timetable look like?

You will be in College for 3 days a week. During that time you will spend 9.5 hours a week learning the theory behind Business Studies whilst developing your own portfolio and coursework in the classrooms, most of which include computers to help you research and develop your skills although there will be some practical elements. You will also have a tutorial session with your Personal Tutor who will support you through your first year, track your progress and help you to prepare for university, apprenticeships or the career of your choice. You will also be assessed using a variety of methods including presentations, role plays, essays, reports, posters, external assessments and preparing/analysing financial documents. You will have the opportunity to take part in various enrichment events to enable you develop your skills in areas such as teamwork, presenting, debating, organising and time management. These could be in the form of clubs, trips and external speaker visits.

